

正德厚生 臻于至善 

Responsibility makes perfection



#### 關於封面

多年來，中國移動從不自滿，不斷創新、不斷開拓。未來中國經濟的持續發展，將為電信行業的發展提供如藍色海洋一般廣袤的空間。中國移動以「正德厚生、臻於至善」為行動指針，履行責任，追求卓越，務求將自身不斷推向前。

做世界一流企業，成為移動信息專家。

#### About the Cover

Over the years, China Mobile has never rested on its laurels and has never ceased its efforts in innovation and development. The continuing growth of the Chinese economy presents the telecommunications industry opportunities as vast as the wide, blue ocean. With "Responsibility makes perfection" as its guideline, China Mobile will fulfil its responsibilities, strive for pre-eminence and bring itself to ever new heights.

To be a World-Class Enterprise and the Mobile Information Expert.